

Profile

Laura
First Name

Bridley
Last Name

[Redacted]
Email Address

[Redacted]
Street Address

[Redacted]
Suite or Apt

[Redacted]
City

CA
State

93109
Postal Code

Indicate Supervisor Who Will Receive a Copy of your Application *

Second District - Gregg Hart

[Redacted]
Primary Phone

[Redacted]
Alternate Phone

Which Boards would you like to apply for?

Planning Commission: Submitted

Gerald Comati
Reference 1 Name

[Redacted]
Reference 1 Address

[Redacted]
Reference 1 Telephone

Managment Consultant; President of COM3 Consulting Inc.

Reference 1 Occupation

Brian Robinson
Reference 2 Name

[Redacted]
Reference 2 Address

[Redacted]
Reference 2 Telephone

Public Affairs and Governmental Relations Firm media and

Reference 2 Occupation

Cecilia Brown

Reference 3 Name



Reference 3 Address



Reference 3 Telephone

Community Volunteer, current 2nd
District Planning Commissioner

Reference 3 Occupation

If you are now, or have ever been employed by the County of Santa Barbara, please list the department in which you worked, your title, and the dates you were employed.

I was an "extra help" planner for the County of Santa Barbara from 2003 to 2008 working in the Planning and Development Dept. on multiple visitor serving and institutional planning case applications.

Interests & Experiences

Please explain why you are interested in serving, and what experience you bring to the Committee. Attach additional documentation as necessary.

I have been a land use and transportation planner in the tri-county area since 1985, and have worked for multiple public agencies either as a staff planner or on contract to planning or transportation divisions to assist with specific assignments. In this career, I have also represented applicants or developers seeking entitlements through the County's rigorous process, or through other public agencies. This balance of applicant and government service work has shaped my professional perspective to see multiple sides of land use issues and understand the many rules and regulations affecting our built environment. I remain working part time, have often served on non-profit boards, so believe this is the right time to apply to be a Planning Commissioner.

Give any information explaining qualifications, experience, training, education, volunteer activities, community organization memberships, or personal interests that bear on your application for the above Board, Commission or Committee. Attach additional documentation as necessary.

See Statement of Qualifications for Laura M. Bridley, AICP, June 2019, attached, and cover letter

[Laura Bridley - June 2019.pdf](#)

Upload a Resume

[SB County PC application cover letter 6-25-19.pdf](#)

Please attach any additional documents here

Demographics

Ethnicity

Caucasian/Non-Hispanic

Gender

Female



Date of Birth

Education Completed:

Bachelor of Science degree, Geography, 1984; all coursework completed also for Environmental Studies, same year.

Please Agree with the Following Statement

I agree that upon submission of this application all information provided is a matter of public record, and is subject to disclosure.

I Agree *



LAURA M BRIDLEY, AICP
PLANNING CONSULTANT

Land Use
Transportation
Historic Preservation



June 25, 2019

Supervisor Gregg Hart, Second District
Santa Barbara County
105 E. Anapamu Street
Santa Barbara, CA 93101

Dear Supervisor Hart,

I include this letter with my professional resume and the completed online form for your consideration as an appointee to the County's Planning Commission. As you know, I have grown up in Santa Barbara, have worked as a land use and transportation planner since 1985, and care deeply about the complex issues facing the County in the realm of land use planning.

While I have taken a variety of private sector cases through the County's permitting process, I do not have any clients at this time in that process, and my ongoing work for the City of Goleta does not represent a conflict of interest for that separated public agency. I have volunteered over several decades for the Montecito Association and currently sit on that Board of Directors, but I would resign immediately if I am appointed to the County Planning Commission to reduce any perceived bias or conflict.

I look forward to your review of this application, and hopefully your concurrence that appointing a professional planner to this Commission is a positive choice for not only the 2nd District, but Santa Barbara County in general.

Please do not hesitate to contact me if you have any questions, and thank you for this opportunity to serve.

Best regards,

Laura M. Bridley
Planning Consultant



Statement of Qualifications June 2019

Laura M. Bridley, AICP is a land use and transportation planner with 35 years of experience in the Santa Barbara and Ventura region. She began her career as a planner with the County of Santa Barbara and followed that at the City of Santa Barbara, then as a transportation planner for the City of Ventura. In 1999, she went into private sector consulting work with a local engineering company (Penfield and Smith, now Stantec).

At Penfield and Smith, Ms. Bridley worked on all facets of transportation planning, including data collection, analysis, level of service assessments, parking analyses, and traffic impact study preparation and public presentations regarding these reports. She wrote the transportation chapter of the Environmental Impact Report for Ganna Walska Lotusland, and attended over 45 hearings during the 5-year effort by Lotusland to obtain its conditional use permit (CUP) to operate as a public garden. Ms. Bridley joined the Lotusland staff to help implement the CUP and oversee construction of the visitor center. Once Lotusland opened, Ms. Bridley went on to work with the family that created the Casa del Herrero Foundation, managing the CUP application process with the family and community volunteers. After the CUP was granted, Ms. Bridley became the first Executive Director to manage final permit compliance, set up museum practices, volunteer programs, and oversee fundraising and community outreach for this estate museum, becoming familiar with many facets of managing and funding historic structures. She later served on its Board of Directors, and as interim Executive Director during staff transitions in 2017.

After Casa del Herrero, Ms. Bridley returned to city planning, working at a local firm then as an independent consultant for private owners or developers, multiple non-profits and additional public agencies. Her expertise in historic preservation and planning topics won her a post as a contract planner for the County of Santa Barbara in 2002 where she managed complex cases involving the partially landmarked Coral Casino Beach and Cabana Club renovations, as well as other Ty Warner properties including the Four Seasons Biltmore and San Ysidro Ranch. Concurrently, she began contracting with the City of Goleta where she has served as the Public Works planner for over 11 years, managing complex permitting for infrastructure cases in Goleta, and most recently, the planned Fire Station 10 serve western Goleta. Multiple Goleta cases have also required approval by the California Coastal Commission, overseen by Ms. Bridley for the City.

This career has made Ms. Bridley a highly respected planner locally among applicants and public agencies, skilled in multiple disciplines with efficiency in application development, stakeholder and public outreach, and management of complex cases.

SAMPLE PROJECTS:

- **CITY OF GOLETA (2006 – present):** Contract professional planner for the Planning & Environmental Services as well as the Public Works and Neighborhood Service and Public Safety Departments. Case planner for two hotel development (2007 - 2008), then assigned to local and regional permitting for all capital improvement projects for the City, including San Jose Creek, Cathedral Oaks Overcrossing, Ekwill Fowler Road Extensions and the Fire Station 10 project. As contract planner, managed environmental documents, complex staff reports and applications for City and Coastal Commission reviews, including extensive team coordination, public speaking and outreach.
- **COUNTY OF SANTA BARBARA (2003-2008):** Contract professional planner for Santa Barbara County Planning & Development Department assigned to high profile and contentious land use cases. Cases included multiple development projects by Ty Warner Hotels and Resorts, including renovations to the Four Seasons Biltmore and Coral Casino, San Ysidro Ranch, and other cases. Management of environmental documents, public outreach and coordination through multiple decision maker hearings, and follow up permit compliance during construction.
- **HOURIGAN SUBDIVISION/GENERAL PLAN AMENDMENT (2002 – 2016):** Private sector planner for owner from start of entitlement process for 9-lot subdivision in County of Santa Barbara. Project management of architect, engineer, public agency and extensive neighborhood outreach. Management of all phases of development applications, public presentations, and follow through with tract map clearance and final entitlements.
- **MONTECITO UNION SCHOOL DISTRICT (2003):** Represented MUS District in property exchange agreement with Montecito YMCA, for which Santa Barbara County had to make a finding of consistency through Government Code 65402 process. Worked with MUS Board and Superintendent during community meetings and County Planning Commission process.
- **FRANCESCHI HOUSE MASTER PLAN (1998-2003):** Planning consultant representing City of Santa Barbara Parks and Recreation Department and Pearl Chase Society in joint venture to rehabilitate historically significant public park and building. Application preparation, public presentations as consultant to City and Pearl Chase Society.
- **CITY OF SANTA BARBARA – EIR PREPARATION FOR MODOC HOUSING PROJECT AND SANTA BARBARA CHRISTIAN SCHOOL (2001-2003):** Contract planner to City of Santa Barbara Planning division to prepare two Environmental Impact Reports for a 25-unit housing project, and a private school's conditional use permit application. Both EIR's focused on corridor-wide traffic impacts and intersection operations along U.S. 101 and local streets.
- **UCSB HILLEL JEWISH STUDENT CENTER CUP/LLA/DP (1998-2000):** Agent for new building in Isla Vista to serve as Jewish Student Center. Applications included lot line adjustment, development plan and conditional use permit. Issues included parking and traffic.
- **CASA DEL HERRERO (1993-1998):** Represented family of this historic estate and community volunteers to obtain County approval to establish this site as a house and garden museum open to the public. Extensive coordination with owners and support networks and management of application through County's planning process.

PROFESSIONAL RESUME FOR LAURA M. BRIDLEY, AICP

Education

University of California, Santa Barbara, B.A. Geography, 1984.
UC Extension classes and other courses in city planning, transportation engineering, land use law.

Registration

American Institute of Certified Planners (AICP), 1992.

Current Profession

Consulting Land Use & Transportation Planner, 1994 to present - Self -Employed consultant for private and public sector clients in the fields of land use planning, transportation planning, historic resource planning. Emphasis since 2005 in contract planning work for public agencies.

Previous Professional Experience

Planner - Suzanne Elledge Permit Processing Services, Santa Barbara, CA, 1998-99. Project Manager (half-time) for clients including City of Santa Barbara Engineering Division (various bridge repairs and public works projects), Music Academy of the West (Master Plan and CUP), various single family residential owners. Permit research and coordination with local, State and Federal agencies, application preparation, management of application through public hearing process, post-hearing/pre-construction permit coordination.

Executive Director - Casa del Herrero Foundation, Montecito, CA, 1994-1997; Interim ED 2017. Part time position as director for historical estate home and gardens, for which Ms. Bridley secured County approval to operate as a public museum in Montecito. Permit implementation, fundraising, board development, and public relations.

Planner - Ganna Walska Lotusland Foundation, Montecito, CA, 1991 to 1993. Responsible for land use clearance and construction management to open estate gardens to public. Project management, budget preparation, permit compliance and public outreach.

Transportation Planner - Penfield & Smith Engineers, Inc., Santa Barbara CA, 1989 to 1991. Project manager for transportation impact studies for private and public sector contracts in Santa Barbara, Ventura, San Luis Obispo counties. Data collection, report writing, contract administration, business development.

Transportation Planner - City of Ventura, Ventura, CA, 1987 to 1989. Staff position as liaison between planning and engineering divisions for review of development applications, CEQA documents, transit route planning, and transportation management program.

Assistant Planner/Planning Technician - City of Santa Barbara, Santa Barbara, CA, 1984 to 1987. Staff for public counter function involving extensive work with citizens, architects, engineers, community groups, processing development applications. Also staff to Architectural Board of Review and Landmarks Committee.

Volunteer/Board and Community Experience

- Montecito Association Land Use Committee 1993-2001 and 2009-2010;2017, 2019; also Board of Directors, 1994 to 2001; 2017, 2019-present. Land Use Committee same years plus 1993 and 2009-2010.
- Santa Barbara High School - Multimedia Arts and Design Academy Board, Aquatics Booster Club Board (2010-2013)
- Casa del Herrero Foundation, Trustee, July 2011-2016; President 2014-2016
- Pearl Chase Society Board of Trustees, 2002-2006: Acted as Board liaison to City Parks and Recreation and City Planning Division in capital improvement planning for rehabilitation of historic structure, including pro-bono planning consultant work and presentations; closely affiliated with Capital Campaign for Franceschi House.
- Child Abuse Listening Mediation (CALM) Board of Trustees, 1995 to 2001; Advisory Council Member 2002- 2009 where still active with all Design Showcase Houses: Primary role was Board chair of all Design Showcase Houses, which involved RFP's from interested interior designers and landscape architects, identification of sponsors for event, contractual negotiations with homeowners and press to publish design house book (Santa Barbara Magazine).
- American Planning Association (APA) Awards Committee, 1992 and 1993; APA Newsletter Committee, 1992 to 1996
- City of Santa Barbara Circulation Element Task Force, 1994-1995

PROFESSIONAL REFERENCES (more upon request):

Mr. Steve Wagner, General Manager/District Engineer; Goleta Sanitary District (Former Public Works Director, City of Goleta), 805-967-4519

Mr. Vyto Adomaitis, Neighborhood Services and Public Safety Director, City of Goleta (805) 961-7555

Ms. Sue Adams, founding member of Pearl Chase Society, community activist (805) 450-4992

Ms. Jessica Tade, Ph.D., Executive Director, Casa del Herrero Foundation (805) 565-5653